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450108-02376AMENDMENTS TO THE CLAIMS

Claims 1-16. (canceled)

Claim 17. (New) An information receiving device for receiving separately transmitted program information and commercial information, and allowing a viewer to set display conditions for displaying the commercial information with the program information, comprising:

receiving means for independently receiving the program information and the commercial information;

condition setting means for the viewer to set display conditions for the commercial information;

control means for forming control data on the basis of the display conditions;

combining means for combining said program information with said commercial information in accordance with said control data and outputting the combined program and commercial information for display; and

transmission means for transmitting the control data to a source company which transmits the program information and the commercial information.

Claim 18. (new) The information receiving device according to claim 17, further comprising recording means for recording at least said commercial information.

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Claim 19. (new) The information receiving device according to claim 17, wherein the broadcasting source adjusts the transmitted commercial information on the basis of the display conditions.

Claim 20. (new) The information receiving device according to claim 17, wherein the source company adjusts a fee charged to the viewer on the basis of the display conditions.

Claim 21. (new) The information receiving device according to claim 17, wherein the display conditions indicate a ratio for combining said program information and said commercial information.

Claim 22. (new) The information receiving device according to claim 17, wherein the display conditions indicate that the commercial information should not be combined with the program information.

Claim 23. (new) The information receiving device according to claim 17, wherein the display conditions indicate classifications of the commercial information which should be combined with the program information.

Claim 24. (New) An information receiving method of receiving separately transmitted program information and commercial information, and allowing a viewer to set display conditions for displaying the commercial information with the program information, comprising:

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a receiving step of independently receiving the program information and the commercial information;

a condition setting step of allowing the viewer to set display conditions for the commercial information;

a control step of forming control data on the basis of the display conditions;

a combining step of combining said program information with said commercial information in accordance with said control data and outputting the combined program and commercial information for display; and

a transmitting step of transmitting the control data to a source company which transmits the program information and the commercial information.

Claim 25. (new) The information receiving method according to claim 24, further comprising a recording step of recording at least said commercial information.

Claim 26. (new) The information receiving method according to claim 24, wherein the source company adjusts a fee charged to the viewer on the basis of the display conditions.

Claim 27. (new) The information receiving method according to claim 24, wherein the broadcasting source adjusts the transmitted commercial information on the basis of the display conditions.

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Claim 28. (new) The information receiving method according to claim 24, wherein the display conditions indicate a ratio for combining said program information and said commercial information.

Claim 29. (new) The information receiving method according to claim 24, wherein the display conditions indicate that the commercial information should not be combined with the program information.

Claim 30. (new) The information receiving method according to claim 24, wherein the display conditions indicate classifications of the commercial information which should be combined with the program information.